

To: 1810 - Cincinnati ROU (WEBSTES), 1710 - Pittsburgh ROU,
1610 - Buffalo ROU (BRZEZIE), 1310 - Philadelphia ROU (METZG),
1210 - New York ROU (ALVICH), 1110 - Boston ROU (PROVENL)
From: S=6000 - Mid-Western Area; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 6/17/97 19:50
Opened: 6/17/97 19:50
Subject: Doral 4th Qtr. B2G1F

[[DORAL2.DOC : 3638 in DORAL2.DOC]][[DOR4-97.XLS : 3639 in DOR4-97.XLS]]

CC: S=Wilmeshier; G=Dave; I=L.; O=msmail; P=rjrt; A=rjrx400; C=us
S=Fitzgerald; G=Don; I=P.; O=msmail; P=rjrt; A=rjrx400; C=us

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D. P. FITZGERALD
Area Manager - Operations
North East Sales Area

Winston-Salem, NC 27102
910-741-2053

SENT VIA MICROSOFT MAIL

June 17, 1997

TO: NESA Region Operations Managers

SUBJECT: **Doral 4th Quarter B2G1F**

As each of you already know, Doral has scheduled a B2G1F for 4th Qtr. '97. We have the ability to choose the styles that we want to work in this promotion, as we have in the past. Due to manufacturing issues, we can select up to six styles per Region, but if at all possible, we should limit these styles to four.

During 3rd Qtr. '97, we selected the following styles: Lights KS, Lights 100's, Lights Menthol 100's, and Full Flavor 100's. Due to this promotion being presleeved, the quantities per style, per SKU, were as follows: 2 cartons each of Lights KS, Lights 100's, Lights Menthol 100's, and 1 carton of Full Flavor 100's. Unless you, as a group, decide to change this mix, I would suggest this load be used as our primary VAP load. This will eliminate the issues associated with VAP transfers, etc. between Regions within the Sales Area.

Each Region can select up to two additional styles, to be included in this promotion. However, the additional style, along with one or two of the primary styles, would need to be worked by direct accounts within your own Region. These styles should not be included in VAP shipments by wholesalers, outside your Region, due to the logistical issues.

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Additional information covering this promotion is as follows:

- Promotional product will be presleeved
- Each SKU will contain 21 offers
- Each carton will contain 3 pre-banded B2G1F offers and 1 live pack
- Each 6M case contains 90 pre-banded B2G1F offers plus 30 live packs

I have also included a spreadsheet, which outlines your allocations for this promotion. You will note that CTS's have been included in this program.

I apologize for the short turnaround time, but I must have your style selections **on or before Friday, June 20th** due to manufacturing lead times.

Call if you have any questions.

Sincerely,

Don

D. P. Fitzgerald

DPF:-doral

Attachment

CC: D. L. Wilmesher

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Doral 4th. Qtr./97 B2G1F Promotion Allocations

<u>Region</u>	<u>Package Outlets</u>		<u>CTS's W/Pack Potential</u>		<u>Totals</u>		<u>6M Cases</u>
	<u># SKU's</u>	<u># Offers</u>	<u># SKU's</u>	<u># Offers</u>	<u># SKU's</u>	<u># Offers</u>	
Boston	4890	102690	0	0	4890	102690	1141
N.Y. Metro	3952	82992	68	1428	4020	84420	938
Philadelphia	3714	77994	216	4536	3930	82530	917
Buffalo	3994	83874	356	7476	4350	91350	1015
Pittsburgh	5908	124068	332	6972	6240	131040	1456
Cincinnati	<u>13060</u>	<u>274260</u>	<u>920</u>	<u>19320</u>	<u>13980</u>	<u>293580</u>	<u>3262</u>
N.E.S.A. Total	35518	745878	1892	39732	37410	785610	8729

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